



Wanda Gilliam of K mart 3381, Fort Pierce, Florida.

Customer relations

(Cont'd.)

- To shop a store that supplies needed information.
- To shop a store that responds effectively to complaints.
- To shop a store that tries to give customer satisfaction.
- To shop a store where he or she will be treated courteously.

By having friendly service and customer satisfaction, customer confidence in our products and services will be strengthened.

Through the support of management in customer care employee classes, K mart makes customer satisfaction happen through example and training, which in the long run will help keep employees better informed about management's customer policies and commitments.

Below, Sandy Wolfe, right, and Debbie Minor, behind, at 7500, both of cameras and jewelry, assist customers in providing information about the jewelry items. Right photo, Diane Bishop at 7500 taking care of the service desk duties for that day. Our service desk is at the front of the store, highly visible and is equipped to take care of answering questions and handling merchandise adjustments.



Above photo, Ruthann Schulte, checkouts at K mart 7500, Romeo, Michigan gives her customer a warm smile as she leaves the store. Checkout operators are usually the last store people the customer comes in contact with before leaving the store and giving your customer a smile can assure customer return.



Our people pleaser of the month

Wanda Gilliam, checkout operator in the patio department at K mart 3381, Fort Pierce, Florida takes care of the cash register, stays informed about prices, names of plants and stocks shelves. All of this she does without question. But what she enjoys the most is what she does best: She makes shopping a pleasure! Wanda accomplishes this with the attitude that "if you treat customers right, they understand about waiting in line while

you're writing up a charge card, or checking out someone with a lot of merchandise."

Wanda, what is your goal in your job? "Satisfaction with a smile, makes my job fun and customers happier."

This article was reprinted in part with permission from The News Tribune, which featured Wanda under their People pleaser column.

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